



**PARKS & RECREATION DEPARTMENT**  
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**TO: Members of the Parks & Recreation Board**

**FROM: Cara Harting, Special Events Supervisor**

**CC: Rick Wieland, Director of Parks & Recreation  
Marcy Jones, Recreation Services Manager**

**DATE: June 3, 2010**

**RE: Monthly Report on the Participation for Special Events**

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The purpose of this memo is to provide an update on the Special Events within the Parks & Recreation Department.

#### **School's Out for Summer Bash**

On Saturday, June 5<sup>th</sup>, 2010, staff will host an event at the Outdoor Aquatic Center. The purpose is to increase registration for programs and memberships by offering discounts. Coupons will be distributed in towels that will be given to the first 300 in attendance that day. Additionally, coupons will be given to all attendees at the Outdoor Aquatic Center and the FAC. The coupons are good for two weeks and exclude the Dive-In Movies and athletic leagues. The event will also feature a steel drum band, an airbrush tattoo artist and entry way décor.

#### **Dive-In Movies**

The Dive-In Movie series will be held this summer on Friday, June 25<sup>th</sup> and Friday, July 31<sup>st</sup> with the movies shown being "Surf's Up" and "Cloudy with a Chance of Meatballs." The fee is \$7.00 per ticket with under 2 being free, and there is a discount for groups of five or more. The events will be held at the Frisco Athletic Center Outdoor Aquatic Center. The Frisco Café will serve refreshments outside with a limited menu of pizza slices, hot dogs, sodas, sno-cones, and nachos. In addition, coupons for classes and programs will be distributed in an effort to boost registration for the remaining summer classes and in July for the fall registration. Giveaways will include cooling fans which lights with LED and reads "FriscoFun.org" and lit frisbees. As of June 1<sup>st</sup>, 2010, 153 tickets have been sold.

#### **Freedom Fest**

The special events team has taken a more significant role in this year's Freedom Fest in the overall planning and implementation of the event due to the shortage of staff in the Communications Department. The staff will also produce the Parks and Recreation tent which will feature old cars for the "Art Car" concept in which children can paint with red, white, and blue colors onto the cars.

#### **Mother Son Dance**

The 2010 Mother Son Dance will be held Saturday, October 9<sup>th</sup> at 5:30 p.m. for ages 4 - 7 and at 7:30 p.m. for ages 8 - 12. The event will most likely be held at Wakeland High School. The theme this year will be sports with the title being "All Star Evening." Tickets will again be \$12.00 per person.